



Client: Warner Bros. Consumer Products
Concept: Looney Tunes “Active” Message PSA
Title: “Be A Player with the Looney Tunes”
Version: TV – BREES/Bugs/Daffy
Length: (:30)
Producer: GrapeVine Productions
Date: 2/8/10 – FINAL

Drew Brees Sot: What gets you moving?

Michael Sot: Because when you get moving an hour a day...

D. Brees Sot: You fuel your body...

Bugs Sot: AND your mind!

D. Brees Sot: Whether you like to throw around the football...

Tristen Sot: Play Frisbee in the park...

Kimberly Sot: Or dance in your room.

D. Brees Sot: Moving everyday helps give you a healthy body and mind.

Bugs Sot: And that makes you part of a winning team.

Daffy Sot: Hey, that was my line!

Bugs Sot: Get Up and Play an Hour a Day, Doc!

Michael Sot: Check out how to be a player at letsmove.gov.

D. Brees Sot: Head online to get tips on great ways to get moving every day.

Michael Sot: That's www.letsmove.g-o-v

Endpage info: www.letsmove.gov and logos

FADE